



*"The Link" connecting all Whiting & Davis interests.*

Volume 3

Plainville, Mass., June 8, 1922

Number 12

"W. & D. Woonsocket Branch Girls"



FIRST ROW—LEFT TO RIGHT—REGINA LEFRANCOIS—EDNA RHODES  
MARGARET JENCKES—ALICE ROBITALLE

SECOND ROW—RUTH CLARK—OCTANA CHAPDELAIN—HARRIET WHITING  
EMMA DESPLAINE

## GIVE WAGE EARNERS PLANNING FOR FALL FACTS

*Says Roger W. Babson*

The eminent statistician of Wellesley Hills in his latest Barometer letter writes a forceful sermon to employers in regard to the vantage ground they unconsciously assume when speaking to employees on business conditions.

He gives a striking illustration of a paper manufacturing concern which was able through mutual assimilation (concern and employees) of their study of fundamental conditions to enjoy prosperity in the midst of general business depression. This concern uses the Babson chart with its record of general business conditions, the course of commodity prices, and its forecasts of business prospects in educating their employees as to actual business conditions.

He states that one of the prime causes of dissatisfaction among the wage earners is ignorance of fundamental business conditions on the one hand and a study of them on the other by the manufacturer, when it is only justice that both should have this knowledge.

With the same background of information, the reaction of the employer and employee to these funda-

Cont'd on page 3 Col. 1

It seems a long look ahead to talk about fall business the first of June, but there is a lot of planning and preparation to be done before we are ready to really welcome and fill the orders for fall.

We have told you about our plans for the advertising for the coming season; the national magazine and trade paper advertising and our efforts to induce our retailers to co-operate by advertising Whiting & Davis Mesh Bags.

Our salesmen will be provided with portfolios or other methods of showing the Whiting & Davis advertising to the dealers.

So much for the advance work on the advertising.

The planning on the merchandise many of us know about. Right now we are getting out samples of the new Whiting & Davis lines for fall. And while we are not permitted to tell just what the new numbers will be like we can assure every one that there are some delightful surprises in store for Whiting & Davis dealers—and for the women of this country who delight in beautiful and novel effects in mesh bags.

It is interesting to note that never before has there been so much inter-

Continued on page 2, Col. 3

## Bag Topics

What of the Fundamentals?  
Bag Frames vs Mesh  
Women are Interested  
Good old Self Reliance

— BY HARRY B. ROWAN —

Just how many of the employees, I wonder, study fundamental conditions as applied to business? A good many, surely, give to the subject little if any thought, and wonder at the why and wherefor of our periods of prosperity and depression, and yet for a manufacturer to be successful he must study them.

Along this line it is the aim of the Whiting & Davis Co. in the future to so acquaint employees with conditions through the Wadco that they may share in this knowledge.

\* \* \*

To those who work on Bag Frames this thought is offered: Due to the style of bags now so popular, work is required on the mesh rather than the frame. From now on look for a more equal distribution of labor due to the new vari-colored stripe bags. This should make for greater activity on the Bench and in the Finishing Departments.

\* \* \*

Trust women to judge style. It is a hobby with them. And how they will go into details, making a man's ears fairly buzz, and mind faintly appreciate what it is all about. There is surely a time coming in the not far distant future when, aided by our advertising, we can expect the same exposition of our own product—Mesh Bags.

\* \*

As a closing thought, ponder this: Doesn't it behoove all of us as we come upon the stage to play our part in life's drama to use our resources to the utmost? It is true that we are more or less subject to stage fright. It may be in individual cases be-

TURN OVER



## Wadco News

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by Employees of Whiting & Davis Co.  
Plainville, Mass.

EDITOR H. B. ROWAN

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COMMERCIAL PRESS-PRINTERS

### BAG TOPICS

Continued

cause we think we could not attain great things.

Read this from Emerson on Self Reliance—"To believe your own thought, to believe that what is true for you in your private heart is true for all men—that is genius." Speak your latest conviction and it shall be the universal sense; for the inmost in due time becomes the outmost.

A man should learn to detect and watch that gleam of light which flashes across his mind from within, more than the lustre of the firmament of hards and sages. Yet he dismisses without notice his thought, because it is his. In every work of genius we recognize our rejected thoughts. They come back to us with a certain alienated majesty.

Trust thyself, every heart vibrates to that iron string.

The Dry Goods Economist predicts Russian influence in fashions for the coming season with its peasant embroidered effects, longer and fuller skirts, wide sleeve, and a modified low waist line. Gowns, scarfs, hats and blouses display a like tendency.

What the boss doesn't know won't hurt him, but it will hurt you.

Happiness is a fruit that is seldom allowed to ripen.

To seem to be what we are not is easier than not to be what we seem.

People who borrow trouble usually repay it with a high rate of interest.

It will be only a short time now before the Rambler Roses which run all over the factory fence are in bloom again. This is a beautiful sight and is admired by a great many people.

Will Hays says "Let us lay Bricks, not throw them."

### "TOUT PASSE" (Everything Changes)

The French have a proverb which begins "Tout passe" (Everything changes). This contains the germ of an idea which should be good medicine for the business man who is inclined at the present time when trade is quiet to rest on his oars and delay making preparations for the busy period until that period actually arrives.

So conservative is human nature that the great majority instinctively assume that whatever conditions exist at the moment must continue to exist for some time to come. The direct contrary is, of course, the case. The philosopher knows that whatever else may happen one thing is certain, viz., whatever is, is not going to continue.

Why is it that only the few can make money in stock exchange speculation? Because the ordinary man waits until prosperous times appear to him to have become established and to have become a permanent institution before he buys. And in most cases he then finds he has bought at the top of the market. On the other hand, when things are at their lowest and he could buy with a prospect or almost a certainty of profit, everything appears to him black and he cannot see any likelihood of change. The shrewd operator, however, knows that when things look at their worst it is time for them to mend. This is the time he chooses for buying and when everything is booming is the time he picks for selling.

Now is the time when shrewd and far-seeing men are preparing for prosperous times. They are making preparations so that opportunity may not take them unawares. They see that now is the time to cultivate trade and make their products known so that when the tide of prosperity is on the flow they may be in a position to take advantage of it and reap the benefit of their foresight.

If anyone tells you we are in for several years of business depression, take heart and be assured that this is a sign we must be nearing better times.

In the spring of 1918 many well informed men predicted three further years of war. The war ended that autumn.

In 1920 many business men spoke of three or four more years of prosperity. The prosperity wave was even then on its ebb.

These men like the great majority

did not realize that everything changes. Are you going to place yourselves among their number, or are you going to rank among the minority and bear in mind the proverb—*Tout passe*?

Cont'd from Page 1 Col. 2

est in our industry from both trade and consumer as during the past year. Our advertising has won appreciation of the charm and utility of the mesh bag from thousands of women who had hitherto considered it as an attractive ornament. Focusing attention as we have on the mesh bag as *the* correct thing for "dress-up" occasion created a vogue among smartly dressed women that has been promptly adopted by those women who follow fashion's lead.

The establishment of such a vogue brings with it the burden of course of sustaining it. Merely manufacturing mesh bags is no longer sufficient. To sustain the new prominence which has been given our product requires constant effort in the creation and production of favor-winning designs. This we are doing. And our plans for fall, as already stated, include the presentation of beautiful, novel and practical models for Milady of Fashion.

The Wadeo Ad-Man.

### BANK IS OPTIMISTIC ON BUSINESS OUTLOOK

The National City Bank of Chicago says:

"Commodity prices are being stabilized upon a somewhat higher level and merchandise stocks throughout the country are considerably lower than they were a few months ago. The business situation is essentially sounder and the country is going ahead, notwithstanding the coal strike and the setbacks experienced in some sections from inclement weather conditions. Ten basic commodities have risen more than 14 per cent. from the low point of last summer and are now quoted at virtually the highest level touched since the recovery began.

### "SUGGESTIONS"

The Wadeo has received a communication asking "To whom a suggestion should be made so that they would obtain the credit for it."

Editor: The Wadeo will be pleased to publish these suggestions with or without the sponsor's name. Address all communications to the Editor. He will see that they are acted upon and the party informed.



## FACTS

There are over 200 bones and more than 500 muscles in the human body.

The world's record at bait casting, 309 ft. 6 in. is held by J. T. Emery, the weight of bait thrown being 2½ ozs.

The average man can lift one and a half times his own weight.

The dome of the Place of Justice in Brussels is made of papier mache.

The population of the world is about 1,650,000,000. It has been estimated that the earth can maintain a population of 6,000,000,000, a total which will be reached in the year 2100 at the present rate of increase.

Do you know that when you see the figure of a "Rooster" on a church steeple that it was decreed by Papal authority in the middle of the ninth century and set up as an emblem of St. Peter?

Cont'd from Page 1 Col. 1

mental business conditions would tend to coincide. The mistake that the employer makes is in trying to force his conclusions from the vantage point of superior knowledge upon employees who lack that knowledge.

Mr. Babson says if there is any time more than another when an employer needs co-operation from his workers, it is when business is hard to get, and when a few cents in production costs means the difference between full time and short time operation.

Certain concerns to-day are working at capacity to fill orders while others in the same industry are suffering depression.

Invariably concerns of the first class cut their margins of profit to a minimum, but by so doing they increased their business volume so much that cost of production fell substantially below the new prices set.

While the above refers to manufacturers, the same fact applies to the retailer. The Retail Stores which are making the most money today are not the ones charging the highest prices, but those selling the most goods.

High prices do not make prosperity. It is the amount of service rendered which makes prosperity.

Rose Boyle honored Franklin with her presence a short time ago, and from results she captivated more than one.



ONE OF MORRIS, MANN & REILLY'S  
POPULAR NOVELTIES

THE

"YI YI" SPOON

Cathay, age old Country of the East, also known as the Flowery Kingdom, gives inspiration to many. The firm of Morris, Mann & Reilly, who handle Whiting & Davis mesh bags exclusively have been very successful in marketing the Yi Yi spoon above illustrated.

WHITING & DAVIS—RESTAURANT

These warm days when one's appetite is off a bit—try one of Chef Olsen's Dinners. They are appetizing and satisfying and the Cost is as LOW AS IT IS POSSIBLE to make it.

AN INNOVATION  
ICE CREAM TONICS  
Patronize the Factory Restaurant

## THE SKEPTIC AFIELD

From Life

The Skeptic turned over a new leaf. He gave some flowers to a peddling woman. She was old, and her back ached. Her eyes filled as she whispered, "God bless you."

He wandered into an art gallery to see the exhibition. Before a great masterpiece sat an artist, drooping head in hands. Quietly he spoke to the dejected man.

"He had dark hours, too, the great master."

The bowed head lifted. The brooding eyes lighted. "Friend," the artist said, "you urge me on anew. God bless you."

He walked out beyond the city streets. Under the open sky and blazing sun some Italian laborers were mending the highway. One sang as he swung his pick; it was something from "Trovatore."

"Bravo! Bravo!" applauded the Skeptic.

"Ah, signor. God blessa you," said the Italian.

So it was in the gray city and the drab suburb.

He wandered on to open fields, green meadows and trickling streams. He breathed it in ecstatically. After all, perhaps the world was good.

A little white ball came rolling over the hill. It glistened in the sun as it lay at his feet. Straggling into view came a group of men and small boys. Obviously it was their ball. The Skeptic picked it up and ran gaily towards them.

"Here's your ball, my good man. I found it beside a little hole on that very green spot back there."

"Blast you!" shouted the advance guard of the approaching army. "Put that ball back where you found it and get the hell off this golf course!"

The Skeptic moved on silently. He was still a Skeptic.

T. F.

Vange Gerard who took a great interest in the Wadco when she worked in the Spiral Department is now located in Leominster, having taken up Hairdressing. Vange gets the Wadco now and again and is always interested to read about her shopmates.

Lillian says she could dance on forever with her Banjo player.

WANTED: Some sticking plaster for L. Buyden of the soldered bench. Oh! What a gramophone.



## "WRETCHED"

Would you be wretched! 'Tis an easy way:

Think of yourself, yourself alone, all day:

Think of your pain, your grief, and your care.

All that you have to do, or feel or bear:

Would you be happy? Take an easy way:

Think of those around you—live for them each day:

Think of their pain, their loss, their care:

All that they have to do or feel, or bear.

Mr. and Mrs. Taylor left last Monday on a six weeks auto trip through Maine.

Why Fizzie! I thought you didn't like Roller Coasting.

Bill: I like it only by moonlight.

Denise Sirois is starting a good sized hope chest. We would all like to know when the "EVENT" is to happen.

Lillian LaRock (rumor has it) is very capable at drawing pictures, being the official dry point artist of the Mesh Department. What a hit a picture of Lillian shaking the Hammock looking for combs would make. Could Billie help?

Miss Flora Gamache who is taking "voice culture" was unable to take her lesson in Boston Saturday due to the Professor being called to Attleboro.

There seems to be an attraction at Red Men's every Saturday night. What is it, Helen?

The wedding bells are tuning up for Clinton and Ellen.

Three is the limit. Whose coupe will it be to go to Franklin this time, Lillian?

Paul is so popular with ladies we think he is a regular sheik.

Rhea will kindly inform you all that she doesn't care for a Ford Coupe. She would rather have a Sheridan. For information ask Helen.

Helen is so happy now that a certain Jimmie B. is speaking to her.

## "A PRIZE OFFERED."

A new line of mesh bags (done in colors) which has recently gone in to the sample line promises to be a winner judging from the comments of those who have seen it.

Now we are going to start a little friendly rivalry among our fellow shop-mates by asking them to suggest an appropriate name for this line of bags. Two of these bags will be shown around each department so that all may see the beautiful effects obtained by using vari-colored mesh.

The prize offered the successful contestant will be one of these *much to be desired* bags.

Send as many suggestions as you like. The winner will be judged by a committee consisting of Mr. C. A. Whiting and a representative of our advertising counsellors, Wood, Putnam & Wood, of Boston. Contest closes June 17th.

If you would hear good music, apply to Miss Celina Morrison. She is sure to charm with her melodious voice.

## WANTED—A REAL ROUGH GUY

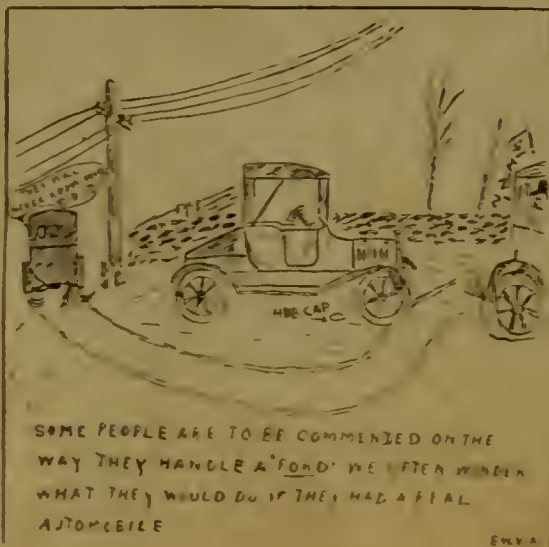
I want a cow hand who knows cows, not under 35 yrs old or over ninety. One who drinks, smokes, swears, tells the truth and hates sheep herders.

W. F. Hensley, the Three V Ranch, Largo Canyon, P. O. Aztec, N. M.

Miss Dennise Sirois celebrated her birthday at Lake Pearl this year. Music was furnished by McNally's orchestra. Madam Jedlinski was chaperone for the party.

Felix Benoit is looking for dandelion blossoms. We wonder why?

Bravery is fearlessness, the absence of fear.



## REPAIR DEPARTMENT NOTES

Anna Reynolds wishes that more shopmates could have attended her party on the 31st, and heard Gene Manchester render those vocal solos.

Laura Jacobs says that chocolates always taste better when they come from Dave.

Sophie Horman has joined the "Bobbed-Hair" flappers.

Ralph Spinney took Lillian Bryden to Boston during the Holiday.

Madeline Doran, and Louise Quinn, and of course their escorts, spent Memorial Day at Crescent Park where dancing and shore dinners were in order.

Gene Esau has at last enjoyed a 100 per cent. thrill on the tandem of a Harley Davidson. She says it's got roller skating beat a mile.

Do your Christmas shopping early. You have but 189 days left.

Charles Bates and "Pop" Ames are going to have a "hoing" contest. Witch grass, 100 yards. Marquis of Queensbury rules.

## WHY "POT-LUCK"?

When a man offers a spur of the moment invitation to "come home with me and take pot-luck" he is understood as meaning that no special preparation has been made for the guest, but that the repast will be whatever chances to be in the house.

But there was a time when "pot-luck" was actually dished out of a pot, and when the guest took his chance of getting either a good meal or a very slim one. In the old days—and the practice is still in force in some parts of Europe—nothing came amiss to the family cooking-pot suspended from the pot-hook in the centre of the fireplace.

Everything edible was thrown in to it, and, to "keep the pot boiling," the fire was seldom, if ever, allowed to go out. When meal-time came, persons fished for themselves, and whatever they happened to find was their "pot-luck."

This bag cannot be tapered for that frame.

Leo Lafrance (drawn out reply) "Why?"